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Cabinet Member for City Services

11<sup>th</sup> March 2026

**Name of Cabinet Member:**

Cabinet Member for City Services – Councillor P Hetherton

**Director approving submission of the report:**

Director of Economic Growth

**Ward affected:**

Radford

**Title:**

Radford Road, Objections to Radford Road Proposed Waiting Restrictions, 20mph Speed Limit Zone and Traffic Calming Measures

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**Is this a key decision?**

No

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**Executive summary:**

On 23 October 2025, Coventry City Council formally advertised three Orders (two Traffic Regulation Orders and one Notice of intent) proposing amendments to existing waiting restrictions, the introduction of a 20mph Speed Limit Zone and the introduction of associated traffic-calming measures, on a section of Radford Road between Lawrence Saunders Road and Beake Avenue. These measures are intended to support safer pedestrian movement and improve overall road safety along this part of Radford Road.

Radford Road had already been identified as a priority location for investigation and potential safety scheme implementation as part of the 2025/26 Local Network Improvement Programme. Following this, in April 2025 the Council received and considered a 297-signature petition (No. 41-24/25), Keaton's Limit – Road Safety on Radford Road, sponsored by Councillor Ali. The petition called for a range of traffic-calming interventions between Radford Social Club and Beake Avenue, highlighting both community concern and strong local support for the introduction of improvements at this location.

After the completion of scheme design, residents were notified of proposals in August 2025 through a Street News publication, followed by a further update in October containing details of the scheme, how to view the proposals, and how to submit comments or objections. Formal advertisement was undertaken between 23 October and 14 November 2025, with a total of four objections being received.

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In line with Coventry City Council's procedures for handling objections to Traffic Regulation Orders, this matter is now being referred to the Cabinet Member for City Services for consideration and a decision on how to proceed.

If approved, the cost of implementing the proposed measures will be delivered as part of the approved LNIP programme.

**Recommendations:**

Cabinet Member for City Services is recommended to:

- 1) Consider the objections received.
- 2) Subject to Recommendation 1) above and in reference to the matters raised in Paragraph 2.1 to 2.6 and 3.10 to 3.14 of this report, approve the City of Coventry (Radford Road) Orders 2025 – 20mph Speed Limit Zone and Prohibition of Waiting as well as the Notice of Intent – Proposed Speed Cushions and Raised Controlled Crossing Order as proposed.
- 3) Subject to Recommendation 2) above, request officers investigate and propose, advertise and introduce, amendments to parking restrictions on Dugdale Road in response to feedback received.

**List of Appendices included:**

Appendix 1 – Proposed Scheme

**Background papers:**

None

**Other useful documents**

None

**Has it or will it be considered by Scrutiny?**

No

**Has it or will it be considered by any other Council Committee, Advisory Panel or other body?**

No

**Will this report go to Council?**

No

**Report title:**

**Radford Road, Objections to Radford Road Proposed Waiting Restrictions, 20mph Speed Limit Zone and Traffic Calming Measures**

**1. Context (or background)**

- 1.1. B4098 Radford Road is a main local distributor road that runs from the edge of the city centre at junction 9, Ringway St Nicholas of the inner ring road, in a north westerly direction to Scots Lane where it continues as Keresley Road, then Tamworth Road towards the city boundary.
- 1.2. The route provides important connectivity for communities within the northwestern part of the city and is a well-used route that is subject to tidal traffic movements at the start and the end of weekdays.
- 1.3. Radford Road is an important bus route and travels through a mix medium and high density residential and commercial areas. The road is currently subject to a 30mph speed limit and benefits from average speed enforcement cameras.
- 1.4. As part of the 2025/26 Local Network Improvement Programme (LNIP), the section of Radford Road between Lawrence Saunders Road/Lydgate Road and Beake Avenue was identified as a prioritised location for investigation and potential safety scheme implementation. This section of Radford Road is predominantly commercial in nature and features an important local centre which contains a mix of shops located on both sides of the road as well as on street and off-street parking and bus stops.
- 1.5. Alongside this prioritisation, a petition - Keaton's Limit: Road safety on Radford Road signed by 297 signatories and calling on the council to make considerations for better road safety on Radford Road measures to be introduced including imposing a 20MPH limit was raised and subsequently reported to the Cabinet Member for City Services at the meeting of 9<sup>th</sup> April 2025. In determining that petition it was resolved that the petitioners were to be informed that Radford Road would be included for consideration as part of the 2025/26 Local Network Improvement Programme.
- 1.6. Proposed measures were subsequently considered and a design produced ready for consultation in October 2025. The proposals are shown as Appendix A to the report.

**2. Options considered and recommended proposal**

- 2.1. The commercial centre is a local trip generator and as such sees increased pedestrian and vehicle movements when compared to other sections of the road. Whilst already benefiting from Average Speed Camera Enforcement, mindful of this increased demand for road crossing, combined with increased vehicle movements parking at and leaving this local centre, it was determined that a targeted reduced speed limit zone of 20mph would be appropriate in this area. In line with legislative requirements, and to aid compliance and minimise enforcement requirements it is necessary to introduce traffic calming measures alongside the new 20mph speed limit zone to regulate vehicle speeds to this new reduced limit.
- 2.2. As a result, it is proposed that speed cushions at regular intervals should be installed along the extent of the reduced speed limit. These are considered the most appropriate measure given that the road benefits from a regular bus service. It is also noted that speed cushions are typically less of an impediment to ambulances or fire tenders responding to emergency calls.

- 2.3. Alongside the measures set out in sections 2.1 and 2.2 above, splitter islands are proposed at regular intervals to deter drivers from attempting to straddle the cushions and avoid a reduction in speed.
- 2.4. It was not possible to locate another controlled crossing point due to existing site constraints which make the provision of such a crossing without substantial loss of parking and changes to road layout. A pedestrian refuge however can be installed. This will narrow the running lanes and reduce exposure time for pedestrians crossing the road. South of the pedestrian refuge a splitter island is to be installed to enhance lane discipline. To allow traffic to proceed through this section where the splitter island is located, it has been necessary to propose no waiting at any time (double yellow lines). The effect of this has been to reduce the length of the limited waiting on the western side of Radford Road.
- 2.5. The carriageway through the existing signal-controlled pedestrian crossing between Wyley Road and Bede Road is to be raised to create a table traffic calming feature.
- 2.6. Combined these measures form a comprehensive set of deliverable enhancements that will aid pedestrians to cross the road and enhance road safety.

### **3. Results of consultation undertaken**

- 3.1. Residents were informed of the scheme in August 2025 via a Street News publication, with another sent out in October with information on the proposals, how to view them and how to comment and object. The proposals were formally advertised from 23rd October 2025 to 14th November 2025. Ward Members and statutory consultees received notification of the proposals, which were advertised in the Coventry Telegraph, with notices posted on site and online from 23<sup>rd</sup> October 2025 to 14<sup>th</sup> November 2025.
- 3.2. In response to the site notice there was one objection received to the proposal. Officers received an objection prior to the advertisement, which is also being considered at this time. Two further objections have been received since the end of the advertisement, both objectors stated they were unaware of the proposals and had received none of the information.
- 3.3. In order ensure that all representations received to this proposal are fully considered, all four objections received to the proposals as advertised have been investigated, the details of which are set out below.
- 3.4. **Objection 1** - The objection received before the formal advertisement was that the proposals would be detrimental and rather than improve safety, would make matters worse for both drivers and pedestrians. Details of the objection is provided below:

“The introduction of speed cushions and narrowing lanes will create unnecessary congestion, frustration, and potentially more dangerous conditions for pedestrians as drivers attempt to navigate slowed or bottlenecked traffic. The recent speed bumps added on Cheveral Avenue are already excessive far too high, causing damage to vehicles, and posing risks rather than resolving them. I cannot understand how council tax and taxes are being used not to improve matters but to worsen them for local residents.

Average speed cameras already provide an effective deterrent and monitoring system. The reality is that the individuals who speed recklessly are often uninsured and will not be deterred by speed bumps or narrower lanes. These proposals will only penalise responsible drivers, increase traffic build-up, and make our community roads less safe rather than more.

I therefore do not support the changes you are proposing. What is really needed are fair, practical, and enforceable solutions that target the small minority of irresponsible drivers, not blanket measures that disrupt and endanger the wider community.”

- 3.5. **Objection 2** - The objection received during the advertisement related to the introduction of double yellow lines on Radford Road and the effect this would have on residents of Dugdale Road.

“We have concerns re reduction in parking when the proposed traffic calming measures are implemented. We already regularly struggle with parking close to our house due to the parking restrictions (30mins only, 8am-6pm, Mon-Sat) that are outside of our house. This end of the street serves approximately 7 properties that are also affected by the parking restriction area (including flats above the shops on Radford Road that have access via Dugdale Road). Therefore, many of the residents at the south end of Dugdale road (closest to Radford Road) use the short stay parking places during the day as there is a lack of available nearby parking - of which 3 residents today (12/11/25) have been given parking fines for leaving their cars in this area. Additionally, due to the lack of suitable front gardens on properties at the south end Dugdale road, residents are unable to create drives to help alleviate parking pressures. Our house in particular only has access via the alley and has no direct access to the pavement of Dugdale Road.

By reducing the amount of parking on Radford Road for those visiting the shops, you will be putting increased pressure on residential parking for those who live in the area. Namely where the double yellows/speed cushions are being implemented. Please see attached photo of 10 cars (not including the white van parked on the left) using the current parking on Radford Road (taken on Saturday 1st November at 13:12hrs) where the proposed double yellow/speed cushions will be implemented. As the majority of this parking will be removed due to the incoming traffic calming measure, these 10 cars are likely to park on Dugdale Road (the closest road with available parking). Putting further pressure on an already struggling parking situation for residents. We would like to ask what your plans are to help with the parking situation for residents on Dugdale Road as under the proposed plans no help is being offered/suggested.”

In follow up correspondence it has been highlighted that Dugdale Road is exceptional as it is the only road with limited waiting on both sides close to the junction with Radford Road.

- 3.6. **Objection 3 and 4** - Two objections were received following the end of the formal advertisement period. Both objectors stated that they had received no information regarding the proposals.
- 3.7. These objectors objected to the loss of the on-street parking outside their properties.
- 3.8. The grounds for the **Objection 3** were as follows:

“every resident and business directly impacted by this proposal is opposed to the introduction of these restrictions and has stated that they were neither informed nor consulted in any meaningful way.

Furthermore, the proposal itself appears wholly unjustified. There is already a central crossing point by Aldi that could be improved and a traffic-light-controlled crossing near the Radford Social Club.

Radford Road is subject to a 30mph speed limit and is monitored by speed cameras along its length. Against this background, removing the limited frontage parking serving numbers 149 to

159 is disproportionate and will have a severe and damaging impact on the local businesses operating there, particularly given the extensive parking restrictions already in place in the surrounding area.”

They consider the process to be fundamentally flawed due to failure to notify or consult those directly affected.

3.9. **Objection 4** is similar in that the objector states:

“I was recently informed by one of the shop owners next to my property about the proposed parking restrictions. This is the first I have heard of this matter. “

The objector is concerned that the removal of on street parking will adversely affect them as they are blue badge holders and require care. They have asked for the needs of disabled people to be protected.

3.10. Whilst the comments raised regarding a lack of notification are noted, as set out in section 3.1 of this report, residents and businesses within the vicinity of the proposed changes have received written notification on two occasions, including one by hand delivery. This has been supported by on street notices, press advertisements and supporting information online and is considered to exceed the statutory requirements associated with such matters.

3.11. As outlined in paragraph 2.4 of this report, the introduction of *no waiting at any time* (double yellow line) restrictions is necessary to ensure that traffic can move safely and without obstruction through the section of Radford Road affected by the proposed traffic-calming layout. The extents of the restrictions, as advertised, were the minimum required to maintain adequate lane width and allow vehicles to pass the new splitter island safely. While opportunities to retain on-street parking are therefore very limited, officers have identified that it may be possible to shorten the length of double yellow lines extending westwards along Dugdale Road from its junction with Radford Road. Although this would not fully offset the parking loss resulting from the scheme, it would enable the reinstatement of approximately two parking spaces on Dugdale Road, offering a modest but meaningful mitigation for residents.

3.12. Officers recognise that measures such as speed cushions, lane narrowing, and associated waiting restrictions can generate mixed views, particularly around concerns relating to congestion, driver frustration, and the impact on parking. However, the Radford Road scheme is being brought forward following a comprehensive corridor review and in direct response to strong community concern, including representations made after a tragic fatal collision. Many residents have clearly expressed the need for substantial and effective road-safety improvements along this stretch of road.

3.13. This scheme forms part of a wider package of safety interventions being progressed in the surrounding area, including at Lawrence Saunders Road and Poole Road, aimed at addressing long-standing issues and improving conditions for all road users. While average-speed cameras already provide a valuable enforcement function, national evidence consistently shows that physical measures such as speed cushions and lane narrowing offer strong compliance benefits, particularly in busy urban environments where traffic patterns are complex. These features will support a successful introduction of a 20mph speed limit by helping ensure speeds remain consistently low throughout the zone.

3.14. The proposed interventions are therefore considered both proportionate and necessary. They are designed not to penalise responsible drivers but to create a safer and more predictable environment, especially for vulnerable road users such as pedestrians, cyclists, and persons

with mobility impairments. On balance, and having fully considered all representations received, officers remain of the view that the benefits to public safety justify proceeding with the Traffic Regulation Order as advertised.

#### **4. Timetable for implementing this decision**

- 4.1. The objectors will be informed of the decision following confirmation of the Cabinet Member's decision. The implementation of the measures is likely to be in place during the spring/summer of 2026.

#### **5. Comments from the Director of Finance and Resources and the Director of Law, Governance, and Safer Communities**

##### **5.1. Financial Implications**

The scheme has an allocation of £150,000 as part of the approved 2025/26 LNIP programme which is funded from the City Region Sustainable Transport Settlement (CRSTS). Any funding that remains unspent by the end of the 2025/26 accounting period will be carried forward into 2026/27. It is anticipated that the scheme will be fully delivered in 2026.

##### **5.2. Legal Implications**

The Road Traffic Regulation Act 1984 allows the Council to make a Traffic Regulation Order on various grounds e.g. improving safety, improving traffic flow and preserving or improving the amenities of an area provided it has given due consideration to the effect of such an order.

In accordance with Section 122 of the Road Traffic Regulation Act 1984, when considering whether it would be expedient to make a Traffic Order, the Council is under a duty to have regard to and balance various potentially conflicting factors e.g. the convenient and safe movement of traffic (including pedestrians), adequate parking, improving or preserving local amenity, air quality and/or public transport provision.

There is an obligation under the Road Traffic Regulation Act 1984 to advertise our intention to make Traffic Orders and to inform various stakeholders, including the Police and the public. The Authority is obliged to consider any representations received. If representations are received, these are considered by the Cabinet Member for City Services. Regulations allow for an advertised Order to be modified (in response to objections or otherwise) before a final version of the Order is made.

The 1984 Act provides that once a Traffic Order has been made, it may only be challenged further via the High Court on a point of law (i.e. that the Order does not comply with the Act for some reason).

#### **6. Other implications**

##### **6.1. How will this contribute to the One Coventry Plan?**

<https://www.coventry.gov.uk/strategies-plans-policies/one-coventry-plan>

The recommendations set out within this report are intended to align with the priorities set out within the One Coventry Plan, namely supporting the priorities of continued financial sustainability of the Council and improving outcomes within our communities. By taking an evidenced led approach and proposing proportional measures to aid the concerns raised by residents, the recommendations of this report adhere to the principles of continued financial sustainability. The report also demonstrates that in determining whether to proceed with this

proposal the Council has listened and proactively responded to the feedback received from residents and adjusted the scheme accordingly. The provision of a variable message sign has the potential to aid driver compliance with the speed limit and reduce the risk and severity of collisions occurring.

**6.2. How is risk being managed?**

No specific risks identified as part of this report. Any measures identified to be implemented as a direct recommendation of this report will be developed fully compliant to the relevant legislation, in this instance namely the Traffic Signs Regulations and General Directions 2016 (Statutory Instruments 2016 No.62) and Road Traffic Regulation Act 1984.

**6.3. What is the impact on the organisation?**

No direct impact.

**6.4. Equalities / EIA?**

No direct implications identified because of this report. The measures set out have been considered mindful of all road users and the feedback from the statutory consultation process has been fully reviewed and due consideration to the concern raised considered. The measures are intended to help to manage the speed of traffic and address pedestrian safety concerns which have been raised by members of the community as a concern on this road.

**6.5. Implications for (or impact on) climate change and the environment?**

No direct implications identified because of this report.

**6.6. Implications for partner organisations?**

No direct implications identified because of this report.

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# Appendix A – Proposed Scheme

